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8 Attorneys for Defendant
 9 FACEBOOK, INC.

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 12 UNITED STATES DISTRICT COURT
 13 NORTHERN DISTRICT OF CALIFORNIA
 14 SAN JOSE DIVISION

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 18 In re FACEBOOK PPC Advertising
 19 Litigation,

Master File Case No. C 09-03043 JF

**ADMINISTRATIVE MOTION FOR RELIEF
 FROM CIVIL LOCAL RULE 16-10(a)**

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 21 This Document relates To:
 22 All Actions.

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 27 Per Civil Local Rules 7-11 and 7-12, Cooley LLP (“Cooley”), counsel for defendant
 28 Facebook, Inc. (“Facebook”), hereby moves for relief from Civil Local Rule 16-10(a) regarding
 the requirement that “lead trial counsel for each party must attend the initial Case Management
 Conference.” The initial Case Management Conference in this matter was set for March 5, 2010
 along with the hearing on Facebook’s Motion to Dismiss. On that date, the Court set a further
 case management conference for Friday, May 7, 2010. At the time that this May 7, 2010
 conference was scheduled, Cooley had not yet substituted in as counsel for Facebook.
 Facebook’s lead trial counsel, Michael Rhodes, currently has a out-of-town business conflict on
 May 7, 2010.

28 It is unclear whether the prior March 5 hearing constituted the “initial” case management

1 conference for purposes of Rule 16-10(a). If it did, then the conference scheduled for May 7,
2 2010 would be a subsequent case management conference and the requirement regarding lead
3 trial counsel's attendance would not apply. Out of an abundance of caution, Facebook and
4 Cooley hereby move for an order excusing the attendance of Michel Rhodes and allowing Whitty
5 Somvichian to represent Facebook at the May 7, 2010 case management conference instead.
6 Counsel will be fully prepared to address all issues with authority from Facebook.

7 Facebook has conferred with counsel for Plaintiffs and they do not object to this request.
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9 Respectfully submitted.

10 Dated: April 29, 2010

COOLEY LLP

11 By: /s/ Whitty Somvichian
12 Whitty Somvichian
13 Counsel for Facebook, Inc.
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16 IT IS SO ORDERED,

17 Dated: _____

18 By: _____
19 The Hon. Jeremy Fogel
20 United States District Judge

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